

BOND⁵
MAYFAIR | Est. 1686

BOND STREET
PUBLIC REALM SCHEME

**STREET MANAGEMENT
INFORMATION BOOKLET**



City of Westminster



NEW
WEST END
COMPANY

INSIDE FRONT COVER

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Delivering an enhanced trading environment for Bond Street

The new public realm scheme on **Bond Street** acknowledges the destination as the best place in the world to enjoy luxury fashion, watches, jewellery and fine art. It has been successfully delivered by Westminster City Council, New West End Company, the Mayor's Office, Transport for London and local businesses.

The scheme has taken over five years of planning, design, fundraising and 18 months of construction to restore Bond Street's public realm to world-class status. It has **increased space for pedestrians by 65%**, creating a much more comfortable and relaxing environment for visitors and shoppers.

The quality of the public realm now matches Bond Street's **luxury reputation** and it is important that everyone, including Bond Street's businesses and staff, play their part in sustaining Bond Street as a world class destination.



A handwritten signature in black ink that reads "Tim Mitchell".

Cllr Tim Mitchell
Cabinet Member for
Environment and
City Management
Westminster City Council



A handwritten signature in black ink that reads "Jace Tyrrell".

Jace Tyrrell
Chief Executive
New West End Company



A handwritten signature in black ink that reads "Bruce Dundas".

Lord Bruce Dundas
Chairman
Bond Street & Mayfair
Management Group

What is the Bond Street public realm scheme?

The Bond Street public realm scheme aims to make Bond Street the best place in the world to enjoy luxury fashion, watches, jewellery and fine art.

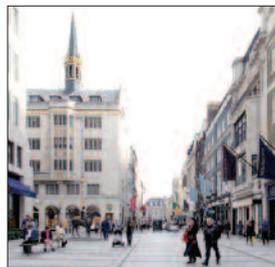
Construction of the £10m Bond Street public realm scheme from Brook Street to Piccadilly began in 2017 and was completed in September 2018. The remaining section to Oxford Street – and outstanding defect repairs on the rest of the street – are intended to be completed in time for the arrival of the Elizabeth line.

As part of the completion of the project a Management Plan has been agreed between Westminster City Council and New West End Company to ensure that the street is properly managed and maintained. This booklet describes how this will work and seeks your assistance in maintaining the high quality of the street. It also sets out the marketing and support services New West End Company provides for your business.

Please read this information and share it with your colleagues and team. Everyone has a role to play in sustaining Bond Street as a world class destination.



Before



After

Parking & Loading



Westminster City Council has introduced a **Restricted Parking Zone (RPZ)** for the new sections of Bond Street. This means Bond Street does not have painted lines on the road. Street signs indicate where and when parking and loading is allowed.

Please encourage your customers to observe the restrictions, and not to park on the new pedestrian areas.

Details on parking and loading for each section of Bond Street can be seen here:

www.bit.ly/BondStRPZ

Any queries on the RPZ should be addressed to Kevin Goad, Director City Highways, Westminster City Council via kgoad@westminster.gov.uk.

Key contact: Steve Tse, Operations Officer, stse@westminster.gov.uk or report issues at:

www.westminster.gov.uk/report-it

Street Repairs



Westminster City Council is responsible for footway and carriageway repairs. **Westminster City Council** will ensure that all repairs to the Bond Street surfaces will be carried out promptly using the same types of materials so that temporary reinstatements are in place for short timescales.

To notify Westminster of faults and issues please visit:

www.westminster.gov.uk/report-it

Cleansing



Old and New Bond Street are swept every day by Westminster City Council.

Deep staining can occur to footways, often caused by liquid spillage or oil leaks from vehicles. New West End Company will deliver targeted deep cleaning of these areas.

The service is open Mon-Sat, 10am-8pm and Sunday 12.30pm-6pm.

Much of the staining of footways is caused by dropping gum and spilling drinks. Please help make a difference by encouraging everyone to carefully dispose of snacks, drinks and gum.

Many of Bond Street's businesses already sweep and wash the area in front of their stores. As part of ***Pride in Bond Street***, we encourage more businesses to help out with a daily sweep and wash down of the area outside their store.

Key contact: New West End Company Clean Team [07920 086 324](tel:07920086324)
clean.team@newwestend.com. They will respond within 30 minutes.

Litter



Occasionally litter will be dropped on Bond Street. It helps to maintain Bond Street's appearance if everyone can play their part by picking up and disposing small pieces of litter between the regular street cleansing times.

Waste & Recycling Collection



The waste collections for Bond Street are from **9am – 10am** and **6pm to 7pm**; and recycling is from **6pm to 7pm**. All businesses can place their waste/recycling out up to **30 minutes** prior to these times. All waste collections must adhere to these times.

Westminster Council also publishes waste and recycling collection times for every street in the borough here:

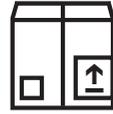
www.transact.westminster.gov.uk/env/streetsearch.aspx

It is important that all businesses adhere to the collection times to ensure the street retains a good appearance throughout the day. Businesses can be fined for leaving rubbish and recycling outside of these times.

Key contact: Any waste bags on the street outside of these collection times should be reported to

www.westminster.gov.uk/report-it-waste

Preferred Suppliers for Waste and Recycling and Business Supplies



New West End Company offers a preferred supplier scheme for **waste and recycling collection** and also **business supplies**. This helps reduce the number of vehicles on Bond Street and improve air quality.

70% of Bond Street's business participate in the preferred supplier scheme. So far this has:

- Reduced vehicle movements by **17%**
- Reduced daily waste vehicle movements reduced from an estimated **144 to nine per day**.
- Achieved a **67%** reduction in waste bags on the footways during shopping hours.

We encourage all businesses to participate in the preferred supplier scheme. To find out more about the scheme please contact First Mile, Veolia or Anglo (details overleaf).

Waste & Recycling Services

First Mile works with over 150 businesses on Bond Street. They service over 3500 businesses in the West End.

They offer zero emission, next day deliveries of sacks and a daily, low cost, reliable collection service for all types of waste with no contract or hidden fees. They also provide monthly recycling reports to help customers track their progress.

Key contact: customers@thefirstmile.co.uk or 0800 612 9894.

Veolia is Westminster City Council's waste and recycling supplier and one of the nominated preferred suppliers for Bond Street. To receive a quote for switching to this service visit:

www.clean-streets.westminster.gov.uk/request-a-quote-service-contract

Key contact: 020 7812 5000

Anglo is New West End Company's partner for consolidated deliveries of business supplies. Bond Street business can benefit from Anglo's zero emission deliveries, vast product and service ranges, and significant savings through exclusive pricing. It offers supplies in forty business categories and thousands of product lines.

More businesses signing-up will mean fewer delivery vehicles on Bond Street.

Key contact: sales@anglo-ltd.com or 0208 699 8566

Rough Sleeping



Westminster City Council, New West End Company and many of our business members support services to assist people out of **homelessness** and **rough sleeping**. If you're concerned about someone sleeping rough, contact the national rough sleeper referral service Streetlink. They'll make sure details are forwarded to the Westminster outreach team, so the rough sleeper can secure proper support.

Begging is anti-social and criminal behaviour and should be reported to the Police or the New West End Company Security Team.

Key contact: [0300 500 0914](tel:03005000914)

Security & Business Resilience



New West End Company invests £200,000 in additional security in the West End. This includes two security officers dedicated to Bond Street from 10am to 6pm and dog patrols at night time.

New West End Company is pleased to announce the launch of a new **integrated police and street security team** to trial a collaborative approach to tackling local issues. The joint team covers the entire district and consists of one Sergeant and six officers from the Metropolitan Police, New West End Company security, city inspectors and outreach workers. It will help tackle local issues such as anti-social behaviour and give an increased visible presence to reassure our customers and act as a deterrent to criminals.

Key contact: New West End Company's Associate Director for Place Management, **James Lawley-Barrett** [0207 462 0680](tel:02074620680).

Security Team



The **New West End Company Security Team** has a constant presence on our streets during retail opening hours.

As part of the Security Team services, New West End Company offers a digital radio network providing coverage to Bond, Regent and Oxford Streets and neighbouring streets. This network forms part of a wider West End radio network in partnership with Safer West End and the Metropolitan Police in Westminster.

Key contact: If your business is not already part of the radio network please contact James via james.lawleybarrett@newwestend.com

The New West End Company Security team can be contacted on 07900 738 810 or security@newwestend.com

Crime



You should call **101** to report crime and other concerns that do not require an emergency response.

Or to:

- Give the police information about crime in your area
- Speak to the police about a general enquiry

The Metropolitan Police has introduced a new online form for the reporting of antisocial behaviour incidents. The form can be accessed here:

www.met.police.uk/ro/report/asb/antisocial-behaviour/

You should always call **999** when it is an emergency, such as when a crime is in progress, someone suspected of a crime is nearby, when there is danger to life or when violence is being used or threatened.

Marketing & Events



The completion of the Bond Street public realm scheme heralds an exciting time for London's luxury retail, arts and cultural quarter.

New West End Company with the Bond Street & Mayfair Group delivers a programme of **world-class events and campaigns** to support Bond Street & Mayfair as the luxury retail and arts heartland of the capital.

We deliver business networking & insight events: We invite you to over 20 networking events throughout the year bringing Mayfair and West End retailers, hoteliers, restaurants, property owners and investors together and offering access to business decision makers and public-sector representatives.

We promote your business through www.bondstreet.co.uk our consumer-facing digital channel to local and global clients. All our members are encouraged to provide us with content so we can promote new collections, events & activities through our dedicated consumer website.

We promote Bond Street and businesses through social media: We actively manage Facebook, Instagram and Twitter pages, creating an online presence for promotions, events and links with dedicated Chinese destination sites through WeChat and Alipay.

Marketing & Events - continued

Destination Marketing: We represent Bond Street at international travel marketing events, targeting international tourists.

Bond Street & Mayfair Diary: We can share any events that you are hosting in store directly with over 50 of London's leading 5 Star hotel and private concierge contacts.

Our '**By Appointment**' initiative, a bespoke service providing curated experiences across Mayfair and the West End, delivers millions of pounds of additional customer spending every year.

Major Events: New West End Company can also support and advise businesses on planning and delivering in-store and on-street events and including applications to Westminster City Council.

Key contact: Katie Thomas on katie.thomas@newwestend.com or 020 7462 0680.

INSIDE BACK COVER

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For further details

To report street issues to Westminster City Council:

Kevin Goad, *Director, City Highways*

kgoad@westminster.gov.uk

Or visit:

www.westminster.gov.uk/report-it

To report street issues to New West End Company:

James Lawley-Barrett, *Associate Director of Place Management*

New West End Company

james.lawleybarrett@newwestend.com

New West End Company Security Team

07900 738 810

security@newwestend.com

New West End Company Clean Team

07920 086 324

clean.team@newwestend.com

For Marketing & Events:

Katie Thomas, *Associate Director of Bond Street & Mayfair*

New West End Company

katie.thomas@newwestend.com

Danielle Purnell, *Business Engagement Manager for Bond Street & Mayfair*

New West End Company

danielle.purnell@newwestend.com



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